



MEETING OF BLUE SHIELD OF CALIFORNIA PROMISE HEALTH PLAN  
SAN DIEGO COMMUNITY ADVISORY COMMITTEE (CAC)

<b>Date:</b>	Friday, June 13, 2025
<b>Time:</b>	1:30 p.m. – 3:00 p.m.
<b>Location:</b>	Hybrid (Virtual and in-person: 3131 Camino Del Rio, North Suite 1300, San Diego, CA 92108)
<b>Attendance:</b>	<p>Committee Members present:</p> <ol style="list-style-type: none"> <li>1. Member A, Blue Shield of California Promise Health Plan</li> <li>2. Member B, Blue Shield of California Promise Health Plan</li> <li>3. Member C, Blue Shield of California Promise Health Plan</li> <li>4. Member D, Blue Shield of California Promise Health Plan</li> <li>5. Member E, Blue Shield of California Promise Health Plan</li> <li>6. Member G, Blue Shield of California Promise Health Plan</li> <li>7. Aidee Roman, San Diego 211</li> <li>8. Jack Dailey, Consumer Center for Health Education and Advocacy, Legal Aid Society of San Diego, Inc.</li> <li>9. Leticia Zuno, Access to Independence</li> <li>10. Rick Ochocki, National Alliance Mental Illness (NAMI)</li> </ol> <p>Committee Members absent:</p> <ol style="list-style-type: none"> <li>1. Member F, Blue Shield of California Promise Health Plan</li> </ol> <p>Blue Shield of California Promise Health Plan Representatives present:</p> <ol style="list-style-type: none"> <li>1. Araceli Garcia, Program Manager, Consultant</li> <li>2. Jennifer Nuovo, M.D., Chief Medical Officer</li> <li>3. Jennifer Schirmer, Vice President, Medi-Cal Growth</li> <li>4. Jessica Shields, Operations Supervisor, Customer Care</li> <li>5. Lisa Chadwell, Program Manager, Principal</li> <li>6. Paul Vota, Senior Director, Strategic Programs</li> <li>7. Sandra Rose, Senior Director, Community Programs</li> </ol> <p>Members of the Public</p> <ol style="list-style-type: none"> <li>1. Chris Almeida, Senior Program Manager, San Diego American Indian Health Center</li> </ol>
<b>Agenda</b>	<ol style="list-style-type: none"> <li>I. Blue Shield Promise Health Plan Updates</li> <li>II. Re-cap of Q1-2025 Meeting</li> <li>III. Customer Service 101</li> <li>IV. New Value-Added Benefits for Moms and Babies</li> <li>V. Ombudsman Report</li> <li>VI. Open Discussion</li> </ol>

	VII. Closing Remarks
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## Introductions and Welcome

- Araceli Garcia began the meeting with roll call and went over meeting logistics.
- Sandra Rose welcomed the committee and reviewed the agenda.

## I. Blue Shield Promise Health Plan Update

- **Community Climate Discussion**
  - Jennifer Schirmer began by acknowledging the tensions and concerns in the community regarding immigration enforcement activities.
  - Committee members shared their thoughts and experiences. (Due to the sensitive nature of the topic, all individual identifiers have been omitted.)
    - X expressed fear, uncertainty and concern about not feeling prepared.
    - X talked about her deep personal concern as a Hispanic woman and mother and shared that her daughter's colleague, who is a U.S. citizen, was temporarily detained.
    - X noted an increase in requests from clients for immigration support services.
    - X shared their stress and fear as a Mexican American with immigrant family members and said the issues feel personal, not just political.
    - X requested a copy of the "Red Card" resource that outlines legal rights when approached by ICE officers. (A link was shared in the chat.)
    - X spoke about the psychological toll current events have taken on community members, volunteers, and staff; and emphasized the need to create emotionally and physically safe spaces.
  - Committee members expressed gratitude for the discussion.
- **Medi-Cal/Medicaid Program Changes**
  - Jennifer Schirmer provided a high-level overview of some of the proposed state and federal policy changes to the Medi-Cal/Medicaid program that Blue Shield Promise is closely tracking, including:

- Medi-Cal coverage for undocumented immigrants
    - Mandatory work requirements for individuals 19-64 years old enrolled in Medicaid
    - Restrictions on the use of federal matching funds for gender transition procedures
    - Additional administrative requirements for Medicaid re-enrollment
  - There was discussion about how the federal policy changes will affect uninsured individuals seeking emergency care, impact on overall healthcare access, and how hospitals will be reimbursed for services given that rural hospitals rely heavily on Medicaid and Medicare reimbursement.
  - Rick Ochocki shared that NAMI's national office issued a statement opposing cuts to Medicaid funding and benefits and has activated nationwide grassroots advocacy efforts.
- **Measles Vaccination Clinics**
    - Jennifer Schirmer concluded the health plan updates with a spotlight on a sponsorship Blue Shield Promise provided to Family Health Centers of San Diego for two children's vaccine clinics that took place on May 31, 2025.
      - At the Q1-2025 CAC meeting, Dr. Nuovo talked about a nationwide measles outbreak.
      - In response to the measles outbreak, Family Health Centers of San Diego organized two walk-in community vaccination clinics and vaccinated 240 children.

## II. Recap of Q1-2025 Meeting

- Sandra Rose reviewed the topic from the Q1-2025 meeting which was a general overview of immigration rights presented by longtime CAC member, Jack Dailey, from the Legal Aid Society of San Diego.

## III. Discussion: Customer Service 101

- Jessica Shields, Customer Care Operations Supervisor, gave an overview of Blue Shield Promise's member support services, with a focus on language services.
  - The key services discussed were:
    - Transportation for medical appointments and pharmacy visits
    - PCP changes and ID card reissues
    - Mobile/online account management tools

- Interpreter and translation services
- A more in-depth discussion was facilitated about the different types of languages services and how to request it.
- A mock call was conducted to illustrate the step-by-step process to request an interpreter.
- Jessica Shields asked the committee about their experience requesting language services and feedback on how to enhance our processes.
  - Member G praised her clinic for offering high-quality interpreter services, but said she was unaware that she can request documents in alternative formats.
  - Member D shared that documents are sometimes sent to her Spanish, but that wasn't her preference.
  - Member A suggested clinics promote interpreter services via signage or direct communication at check-in.
  - Member C said she has had consistently positive experiences with Spanish interpreter services and appreciates the phone confirmation process and communication from Customer Care.
- Action items:
  - Give feedback to the Blue Shield Promise Cultural & Linguistics team to do more to highlight the availability of providing documents in alternative formats such as large print or audio CD.
  - Follow-up with Member D to ensure her language preference is documented correctly in the member eligibility file.
  - Give feedback to the Blue Shield Promise Network Management team to convey to clinics and providers the need to better promote the availability of interpreter services.

#### IV. Discussion: New Value-Added Benefits for Moms and Babies

- Sandra Rose introduced the topic by explaining what a value-added benefit is and sharing some background information.
  - A value-added benefit is an approved service offered in addition to the standard Medi-Cal benefits.

- In Q4-2023, when Blue Shield Promise introduced the new GEDWorks benefit, we asked the CAC what other types of value-added benefits we should offer.
- The CAC said additional support for moms and newborns is a top priority.
- This feedback was shared with internal teams who have since developed a new value-added benefits package for birthing populations and newborns.
- Paul Vota, Senior Director of Strategic Programs for Blue Shield Promise, presented the new value-added benefits package and asked for feedback about the program design, outreach strategies, and other support services we should consider offering.
  - The goal of the new value-added benefits package is to support members during pregnancy, birth, and the child's first 12 months of life. The program is designed to promote preventive care.
  - The new value-added benefits package includes:
    - A supply kit delivered shortly after a newborn's birth; and
    - Up to four diaper and baby supply vouchers sent via email after key health milestones are completed
  - Blue Shield Promise will promote the new value-added benefit to members:
    - through care managers, customer care, outreach staff and providers
    - at community events
    - with community-based organizations
    - on the Blue Shield Promise website
    - through member materials such as the member handbook and newsletter
- The committee was supportive, and the feedback was positive.
  - Member G suggested including infant fingernail clippers and breastfeeding supplements in the newborn kit.
  - Member D suggested adding baby formulas for members who do not breastfeed.
  - Member A suggested including information on topics such as:
    - When to introduce solid foods
    - Feeding schedules and transitions
    - General newborn care
  - Member G suggested providing classes or videos to teach new parents about baby development and feeding.

- Other committee members suggested increasing outreach soon after pregnancy is confirmed and during the postpartum period, particularly for mental health and depression screening.
- Paul Vota concluded the discussion with a commitment to return to the committee to refine the program upon approval of the new value-added benefit from the Department of Health Care Services (DHCS).

## V. Discussion: Ombudsman Report

- Jack Dailey from Legal Aid Society of San Diego provided additional information about proposed policy changes to the Medicaid program.
- He also explained that Legal Aid Society of San Diego, in collaboration with other partners, are developing a series of educational seminars to help consumers understand the impact of the policy changes and how to navigate them.
- Jack Dailey requested input from the committee on how best to reach Medi-Cal members regarding these policy changes:
  - Member G recommended having informational booths at community events such as local car shows or the Del Mar Fair.
  - Other members suggested:
    - distribute flyers or materials like the "Know Your Rights" red card at events
    - offer phone-based townhalls that can be accessed by members without internet
    - develop YouTube-style educational videos to explain policy changes in one to two-minute vignettes
    - use mailers and printed resources for members with no internet access
- Jack Dailey acknowledged the committee's suggestions.
  - He agreed that townhalls have been effective and may be expanded.
  - YouTube videos are in development and can help simplify complex policy topics.
  - Legal Aid will continue to distribute the "Know Your Rights" red cards in multiple languages.

## VI. Open Discussion

- Jennifer Schirmer expressed appreciation for the strong participation and valuable dialogue throughout the meeting.

- Reiterated that members can reach out to Blue Shield Promise for help navigating services and resources.
- Thanked members for their continued engagement and emphasized the value of the committee's input in shaping plan offerings and strategies.

## VII. Closing and Adjournment

- Sandra Rose concluded the meeting by thanking the committee for their time and feedback and reminding the group to review the appendix materials.
  - Appendix A: Standing Reports
    - Summary of Membership & Interpreter Services Stats
    - Q1-2025 Summary of Grievances
    - Q1-2025 Summary of Appeals
  - Appendix B: Blue Shield Promise Contacts